

**INDIANA ARTS COMMISSION
COMMITTEE ON THE FUTURE**

August 30, 2016
IAC Office, 100 N. Senate Ave. Room N505
Indianapolis, IN 46204

Sherry Stark, Chair

Members Present: Kathy Anderson, Nancy Stewart

Members Via Teleconference: Gilberto Cárdenas, Jeanne Mirro (at-large), Dick Stifel (at-large) Scott Wylie (RAP Chair)

Members Absent: Libby Chiu, Susan Hardwick, Vicki Pool (at-large), Sherry Stark

Arts Commission Staff Present: Bridget Eckert, Miah Michaelson, Stephanie Pfendler, Lewis Ricci, Rex Van Zant

- 1) **Welcome and Introductions.** In Committee on the Future Chair Sherry Stark's absence, Commissioner Kathy Anderson called the meeting to order at 10:04 a.m., welcomed all and asked everyone to introduce themselves.
- 2) **Review and Approval of Meeting minutes.** Ms. Anderson presented the May 31st and June 17th meeting minutes for review and approval. The committee did not have a quorum present, therefore any action items on the agenda could not be voted upon. The Committee will reconvene prior to the September Commission meeting for approval.
- 3) **Financials.**
 1. **FY 2017 YTD, July.** IAC Deputy Director Miah Michaelson presented the Comparative Budget Financial Statement as of July 2016 (attached) noting variances in encumbered and budgeted expenses. Personnel and consultancy line item surpluses were attributed to 2 vacant but budgeted for positions and consultancies that have yet to be contracted. Due to the State Budget Agency reporting a deficit for the State at the end of FY2016, no reserve adjustments are being granted.
 2. **FY 2016 Year End.** Ms. Michaelson presented the FY2016 year-end financial statement (attached) attributing the year end surplus of \$52,183 to personnel, technology, and other under budget line items. Of note, NASAA and the Arts Midwest dues to be expensed in FY17 were pre-paid with FY16 funds, which accounts for the line 9 overage approximating \$50,000. While FY16 budgeted to draw from the CICF and IAC donation funds, no draws were made. IAC Executive Director Lewis Ricci discussed the year end close out, notably 2 decisions made by the State Budget Agency (SBA) without Arts Commission consultation or input. First, \$68,000 in final grant payment payment orders were closed prior to payments being made which means they will be paid out of FY17 funds. The SBA will draw from the reserve at the end of the year, if necessary, to cover these costs. Second, \$29,000 was taken from the State's personnel reserve to balance the IAC's budget and close out the fiscal year at zero, which is contrary to the surplus noted in the Commission's financial statement. While Mr. Ricci understood that closing out the Fiscal year is a difficult time for the SBA, he also stressed that it is imperative the Commission have input into where funds are pulled from and how they are distributed. The importance of reporting accurate numbers to the Commission was also stressed. As he further explained, if the numbers show the personnel line under budget and the SBA needs to pull money from their reserve to close our budget at zero balance, then something is different than we understand it. He further cited the agency's enabling legislation

and the responsibility of the Commission for the budget. Mr. Ricci emphasized that although we do meet with the SBA frequently throughout the fiscal year, energy is being put into improving that relationship, communication and accurate documentation. The Commission has requested SBA documentation on the last transactions made on the agency's behalf. The SBA will also be raising their rates. Considering that the number of grants has increased, it is appropriately commensurate. Discussion followed on the Office of the Treasurer. In answer to Committee questions the Treasurer is not connected with the SBA. They control and keep track of the cultural trust only. When the Commission decides to draw on that interest it will be solely through the Treasurer. Closing discussion fell on GAA expenses and funds raised. It was reported that all invoices have been expensed directly against those funds. The \$2,500 earmarked for the cultural trust will need administrative action to be taken from one fund to another.

4) **Upcoming Legislative Session.**

1. **Agency Advancement and Financial Impact.** Mr. Ricci presented a document (attached) that delineates a \$600K general fund increase and the supportive data garnering the proposed numbers. \$400K is proposed for general operating and project grants to accommodate the budget increases of current grantees and to anticipate new organizations entering the grant pool. \$100K is needed to enhance the Individual artist program based on results from the economic impact study which shows a 7.5% increase in self-employed creative jobs within the State. \$100K is proposed to expand the PACE program into one partnership for each region. Ms. Stewart asked if PACE was still a pilot program. Mr. Ricci responded that it will never be more than a pilot, since it was really constructed to demonstrate that the arts can advance schools in their core competencies.
2. **FY 18/19 Governor's Budget.** An official request for budget will be submitted to the Governor's office based on the IAC's FY16 appropriation which included the reserve amount released to the Commission for programs launched in the Bicentennial year. Included in this FY18 appropriation was the aforementioned \$100K increase for expansion of the PACE program into all regions.
3. **Ad-hoc Advocacy Committee.** Mr. Ricci noted that the Commission will put together an advocacy group to communicate with the legislature during session. Ms. Stewart noted that previous to last year's advocacy efforts bullet points were provided to equip those advocates with focus and continuity of communication. Mr. Ricci noted that these will be provided again. Advocating to advance Indiana's growing cottage industry, increase the general grant pool and expand PACE will be the focus. Data from the Economic Impact study, IU Public Policy Institute and PACE programs will strengthen these efforts.
4. **Gubernatorial Forum.** Mr. Ricci announced that a Lt. Gubernatorial forum will be held at a date to be determined in October and broadcast from station WTIU in Bloomington. Sally Gaskill, an active State and national arts advocate and current chair of the City of Bloomington Arts Commission, has been instrumental in planning the forum along with other citizens. All political party candidates have been invited to speak to and answer questions related to Indiana arts and quality of life. The program may be rebroadcast on other public stations throughout Indiana.

1) **Staffing Issues.**

1. **Vacant Positions.** Mr. Ricci announced that of the 2 vacant program positions, the Community Development Manager & Arts Education and Accessibility Coordinator position has been unfrozen and applications are being accepted. Senator Ford is meeting with the head of the strategic hiring committee to discuss the possibility of freeing up the other programs position, which Mr. Ricci hoped would be prior to the election. Both positions have been budgeted for in this fiscal year.
2. **Consultant Contracts.** Due to staff vacancies, consultants have been contracted to ensure the continued progress of IAC programming. Luanne Holladay is finishing her work for the Arts

in the Parks program, where she has managed the artist training program and evaluation of current projects to assess successes and challenges for the future. Sara Peterson, who is also the Strategic Planning facilitator, has been contracted to conduct two roundtable discussions: One will speak to young artists for input into the cottage industry initiative and the other will focus on arts and education. Ms. Peterson is also involved in preliminary planning and research for the statewide arts convening to determine what that framework can look like for our State. Nathan Davis, currently a visiting scholar with IU SPEA, will be assisting with the PACE program to ensure school and artist partnerships are on track. The NEA's Poetry Outloud program will now be managed by the Indiana State Library with Wendy Knapp as the coordinator. Ms. Michaelsen added that many other state agencies contract this NEA funded program out to other organizations. Mr. Ricci stressed that these consultancies have been constructed to bridge program continuity and are not permanent solutions. Opening the last frozen position is still a priority. Ms. Michaelsen also noted that Anna Tragesser who is an arts administrative graduate student on assistantship with the IAC, has been a huge help in her staff level work.

6. Strategic Planning Process Update.

1. **Draft framework.** Ms. Michaelsen presented a Strategic Framework document (attached) which has culled and articulated all input gleaned through the strategic planning process. She continued that Ms. Stark and Ms. Peterson have led us into some valuable conversations and the outcomes training with David O'Fallon has put us in the right mindset. This framework will be presented to the Commission for feedback. Ms. Stewart noted that the content certainly indicates the *ship* is turning in a different direction.
 2. **Next Steps.** Mr. Ricci continued that this draft articulates the *big idea*, the change we want to see in the State and the outcomes we are looking for as indicators of that change. The next step is to present this theory of change to the Strategic Planning Committee for input on where they see us affecting programs and policy that would result in these outcomes. While the one page format was lauded, Ms. Stewart wondered if it would be possible to include the mission, vision and value statements. The group concurred. Mr. Ricci continued that the *ship* has moved toward a set of expectations for ourselves and the field in the direction of community and the arts being at the center of that community.
 3. **Lay of the Land Integration.** Mr. Ricci presented the Committee with a handout (attached) delineating recommendations which came out of the regional allocations study group. He further noted that putting community at the center of evaluation and qualification criteria is in line with strategic planning process results. The Commission will need to pre-approve this direction prior to changing the guidelines for these programs. While community engagement has been sharpened in the guidelines and criteria, Mr. Ricci did not feel that these would exclude anyone who is or has been a grantee.
- ## **7. IAC Program Guidelines Impact.**
- The lay of the land study group recommendations are the basis for adjusting application guidelines and criteria. The Commission will need to approve this new direction. Ms. Stewart asked if the Regional Arts Partners (RAP) contributed input. Ms. Michaelsen noted that Scott Wylie, RAP chair, was a member of the study group. These recommendations were also presented to all RAPs in August for input and adjustments have been made based on that input. Of note, more latitude for RAPs in regard to removing the floor for AOS I eligibility depending on the needs of their particular region was discussed. Discussion followed on the possibility of taking the grants from a 2 to 4 year cycle. Ms. Michaelsen noted advantages to both seeing frequent applications and culling down time that the grantee and agency spends on applications. Extending the cycle for those who do exemplary work in the community instead of issuing a monetary reward was also discussed. The Committee concluded that there are many options to discuss at the full Commission meeting.

8. Cultural Trust

- i. **Current balance and activity.** Rex Van Zant, IAC Director of Marketing, presented both the FY 2016 year end and FY2017 year to date information on the Cultural Trust (attached) noting that the current balance has exceeded the 3 million dollar mark with a total of \$3,010,107.34. FY 2016 ended with 6,856 plates being sold. For FY17 a total of 616 plates have been sold, which he noted was up 127 from the same month last year. He briefly touched on certificates of deposit and distribution details.
 - ii. **Other marketing issues.** Mr. Van Zant noted that because the Cultural Trust benefits the PACE program, rack cards and other plate marketing materials have been redesigned utilizing images from actual PACE classroom activity. Mr. Van Zant noted that he has reached out to car dealership groups to see if they would be willing to carry rack cards. After contacting 9 dealerships, The Kelly Group in Fort Wayne is the only one to accept, which may be because Levon Kelly was a former IAC Commissioner. Ms. Anderson and Ms. Stewart mentioned other dealerships they will approach. Mr. Van Zant continued that the next e-blast will focus on communities where PACE programs are occurring with language that notes how it benefits their community. It was also suggested that non-functional IAC plates could be made with specialized dealership logos to put on showroom cars.
- 9. Communications Update.** Mr. Van Zant further delineated items in the Communications Update (attached) for Arts Eye, Arts 92, and website open and click rates. Arts Commission Communications and Community Engagement Manager Bridget Eckert noted that there is a new way to evaluate broken links and misspellings and now the website is free of both. She further noted positive Facebook engagement and media coverage.
- 10. Governor's Arts Awards Update.** Mr. Ricci reported that after meeting with Chuck Surack, Sweetwater Sound is willing to host the 2017 Governor's Arts Awards at no expense to the Commission. With the help of Commissioner Al Rent, the ceremony will be broadcast through Fort Wayne's public broadcasting station. Mr. Ricci noted that the only expense to consider would be associated with use of extra bandwidth in the broadcast. Sweetwater is a state of the art facility which can accommodate 250 people. It was noted that this is with the complete support of Fort Wayne's Arts United. Mr. Ricci noted that since Sweetwater is the largest single arts employer in the state with more than 1,000 people on site and Mr. Surack is a former GAA recipient, it is all very appropriate.
- 11. Old Business/New Business.** None reported.
- 12. Adjourn.** Ms. Anderson adjourned the meeting at 11:19 a.m.